

EXHIBIT 28

Android Developers Blog

The latest Android and Google Play news for app and game developers.

In-app Billing Launched on Android Market

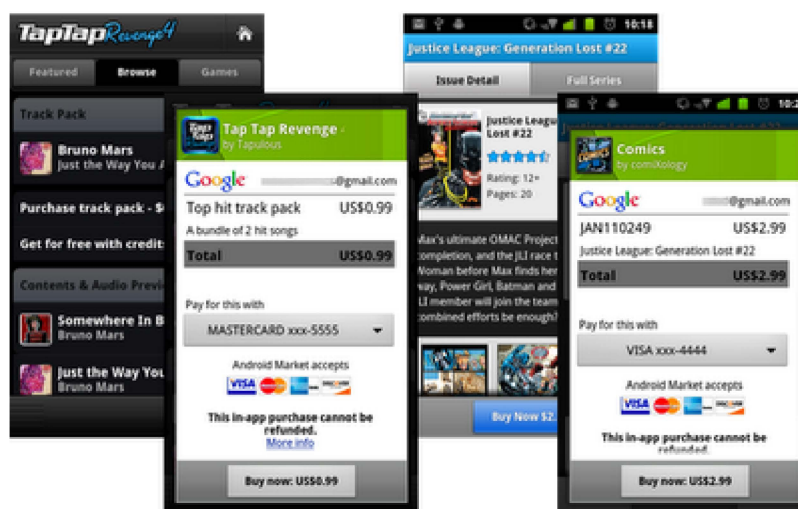
29 March 2011

[This post is by Eric Chu, Android Developer Ecosystem. —Dirk Dougherty]

Today, we're pleased to announce the launch of Android Market In-app Billing to developers and users. As an Android developer, you will now be able to publish apps that use In-app Billing and your users can make purchases from within your apps.

In-app Billing gives you more ways to monetize your apps with try-and-buy, virtual goods, upgrades, and other billing models. If you aren't yet familiar with In-app Billing, we encourage you to [learn more about it](#).

Several apps launching today are already using the service, including [Tap Tap Revenge](#) by Disney Mobile; [Comics](#) by ComiXology; [Gun Bros](#), [Deer Hunter Challenge HD](#), and [WSOP3](#) by Glu Mobile; and [Dungeon Defenders: FW Deluxe](#) by Trendy Entertainment.



To try In-app Billing in your apps, start with the [detailed documentation](#) and complete [sample app](#) provided, which show how to [implement the service](#) in your app, [set up in-app product lists](#) in Android Market, and [test your implementation](#). Also, it's *absolutely essential* that you review the [security guidelines](#) to make sure your billing implementation is secure.



Labels: [Android Market](#)



Global Google developer blogs

[Google Developers Blog](#)

[Programa con Google \(Spanish LATAM\)](#)

[Codigo \(Portuguese LATAM\)](#)

[Developers Italia](#)

[Google Developers Indonesia Blog](#)

[Google Developers Korea](#)

[Google Developers Japan](#)